

U. S. ORDERS 16 DIRIGIBLES IN COAST SERVICE

The Goodyear Tire & Rubber company of Akron, Ohio, has just been commissioned by the United States navy department to construct and armament six of the sixteen dirigibles which have been authorized for use in coast and harbor patrol.

The contract to make the other seven has been split up among three concerns in order that in case of war there may be other concerns familiar with the manufacture of dirigibles.

For a number of years the Goodyear Tire & Rubber company has taken an active part in aeronautics and has co-operated with both war and navy departments at Washington in developing means of national defense. In these several years a number of spherical balloons for training purposes have been furnished; likewise a number of kite balloons for military observations, both on land and at sea.

For a long time, some people were under the impression that foreign countries had developed better talent for making lighter-than-air craft than Americans here at home. This theory was severely jolted when the 30,000 cubic foot balloon "Goodheart" manned by Goodyear aeronauts engineers won the International balloon races out of Paris, France, in 1915. Since that time, Goodyear has been foremost among the great rubber companies of this country in the development of aeronautics.

The coast patrol dirigibles which are now being built are of the non-rigid type—that is, without interior frame work, and are designed to operate from shore bases. They are also designed so they can light up

SPRING AUTO ORDERS MUST BE IN AT ONCE

With a touch of real spring in the air the possibilities of motoring are thrusting their attention on the public and pricking the imagination. Sales are consequently being stimulated and from now on the big drive will continue to gain an impetus.

Those who are contemplating the purchase of a motor car, whether it be their first car, or a new model of their present possession, should look sharp and take immediate action," says H. Krohn, sales manager of the Paige-Detroit Motor Car company. "This is going to be the biggest year of all in the history of the industry. We know already it will be the biggest in the history of the Paige."

"We are therefore advising prospective Paige buyers to put in their orders at once if they expect delivery within a reasonable time. We are forced to give this warning because of the unprecedented demand and because we dislike the prospect of congested conditions with both dealer and purchaser disappointed."

"We are doing everything possible to speed up production to its highest point and are working day and night, but the tax on our production resources is going to be the greatest we have ever known. The policy for us will be first come, first served and, therefore, if the prospective buyer wishes to enjoy some of these fine spring days when the delights of motoring are greatest we hope he will take warning and put in his order at once."

and arise from the surface of the water in reasonably good weather.

The dirigible envelopes or gas bags, twelve of which are being constructed at the Goodyear factory at Akron, are 160 feet in length and 31½ feet maximum diameter. They have a gross buoyancy or gross lift of 5,275 pounds, when inflated with hydrogen of good commercial purity, and under normal conditions of barometric pressure and temperature. The motors are to be of 100 horse power and those used will be of the Curtiss type.

WEST POINT LADS MAKE FINE SHOWING IN INAUGURAL PARADE



West Point cadets marching down Pennsylvania avenue in the inaugural parade.

West Point cadets made a fine showing in the inaugural parade on March 5, as they marched down Pennsylvania avenue, and they were lustily cheered by the big crowd. In the above picture the cadets are shown and the dome of the capitol appears in the distance.

PLAYERS DO 90,000 MILES IN CHALMERS

With a speedometer record of

50,000 miles to their credit, Will M. Cressy and his wife, Blanche Dwyne, famous artists of the two-day circuit, claim the American laurels for sustained touring in a single machine.

Back in 1908, Cressy was playing a Detroit vaudeville theater. He visited the Chalmers factory and purchased one of the first Chalmers cars turned out by that company. In the next nine years the Cressys have toured six times across the United States from coast to coast, and four times from the Canadian boundary line to the Rio Grande. They have piloted the travel-worn Chalmers through England, Scotland, Wales, Ireland, France, Belgium, Holland, across Russia by train, shipping the car, through Japan, Manchuria, Formosa, China, the Philippine Islands,

completely covering Mexico and much of Canada. "Many motorists have asked me how we could do it and what sort of car would stand such trips," said Mr. Cressy in a recent interview. "One of the explanations is that I am an expert mechanic and before I became a player, was considered one of the best mechanics and engineers in New England. In addition, we possessed one of the sturdiest cars ever turned out by an American factory."

OVERLAND PAYS 11 MILLIONS IN PROFITS, 1916

With net profits of \$11,335,000 for the twelve months ended last December the Willys-Overland company, just about fulfilled the expectations of those who realized the effect which freight embargoes in the final months must have had upon shipments and profits. In the first six months the big Toledo company earned slightly over \$7,000,000, or in other words nearly two-thirds of the full net up to June 30. Considering the fact that only half as many cars could be shipped in the last six months as in the first the showing is doubly satisfactory.

Including the \$1,318,665 balance of profits properly according to shareholders by reason of shipments made to the company's own distributing branches but which, hereafter, are not to be credited until sold, the balance for the \$7,000,000 common stock figures out at \$6.63 a share as compared with \$4.76 upon the \$21,000,000 common of \$100 par value in 1915. Strictly speaking, the comparison is inequitable as the \$15,000,000 additional common was outstanding less than three months. On the average amount of common stock

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net the Willys-Overland company carried close to \$10 a share.

The phenomenal expansion of the Willys-Overland company in the past year is evidenced in plant, working capital and capital stock accounts. The Willys-Overland company realized about \$24,000,000 during the year from the sale of new preferred stock and the block of \$15,000,000 common and retained about \$7,000,000 from earnings—all used for development of a 20,000 car output. A good part of this big fund was diverted to additional plant construction and a number of splendid distributing and service stations throughout the country—all told, counting for nearly \$12,000,000.

A jump in net quick assets of roughly \$27,000,000 accounted for practically the rest, inventory alone jumping up \$22,000,000.

With a working capital of over \$28,000,000 the Willys-Overland company now has better than \$1 of net quick for every \$4.50 of sales.

The following tabulation pictures the huge expansion of Willys-Overland in the past twelve months:

	1916	1915
Plant account	\$28,779,000	\$16,845,000
Working capital	\$27,000,000	\$11,335,000
Capital stock	\$22,773,000	\$5,482,000
Net profits	\$11,335,000	\$1,261,000
Production (cars)	142,807	85,721

BRAZIL BUSINESS GOOD

"Business conditions in South America are improving rapidly, although not quite up to normal," says G. M. Stadelman, vice president and sales manager of the Goodyear Tire & Rubber Co., Akron, Ohio, who has just returned from a four months visit to Brazil and Argentina.

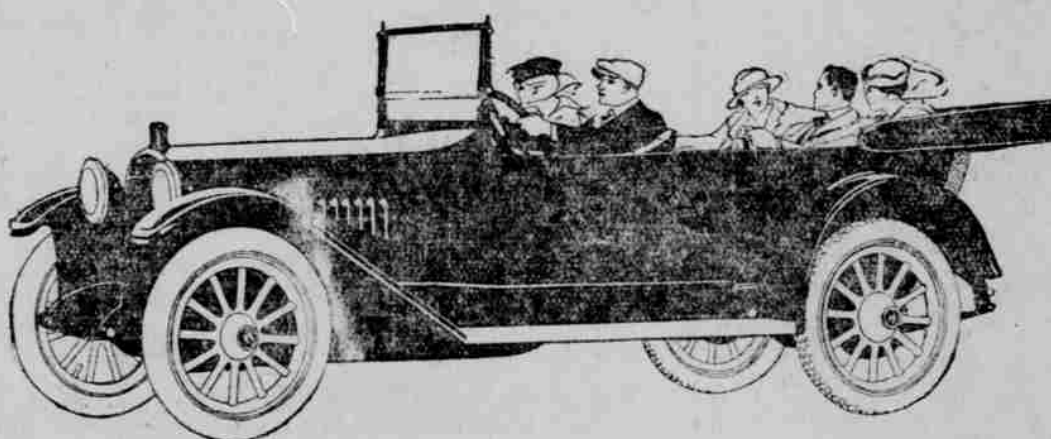
"Both countries have been seriously affected by the war," says Mr. Stadelman, "and both are handicapped seriously by the lack of home produced fuel, and are obliged to import either oil or coal for heating purposes. The railroads in some instances are obliged to use wood."

FOR LEGISLATIVE CONFERENCE

(Republican A. P. Leased Wire)
WASHINGTON, March 31.—A call for a legislative conference of the national temperance organizations was issued today by Daniel A. Pohlman, president of the National Temperance Council. The tentative date fixed was April 17.

THE NEW HUPMOBILE

The Gauge of Beauty For a Year To Come



For years people have bought the Hupmobile for quality, for performance. Now they are buying it for beauty as well. The world's finest Four has become the year-ahead beauty-car. We have always built for goodness and performance. We always will.

A Leader in Beauty and Performance

Those properties distinguish the Hupmobile. They stamp it a car of special values. They give it a special reputation. To them is now joined the new distinction of style and extraordinary beauty. In designing for greater beauty, we have looked a year ahead. In this field the Hupmobile is to stand as high as it does in performance.

Supremacy Won In Every Field

Here its supremacy is established. It has won not only over other fours, but over sixes, eights and twelves.

Owners glory in the way this Perfected Four outdoes cars with more cylinders, on the hills, in sand and mud.

Dealers welcome the chance to demonstrate its superior pulling power in any test that brings out the best a car has.

Such a car was deserving of all the beauty we could give it.

Quality Coupled to Good Looks

We began to prepare a year ago. New factories were built. New equipment was installed. Our plant investment was increased by nearly a million dollars.

This was to provide for a larger production.

To effect greater factory efficiency. To cut factory costs. To enable us to add more beauty without encroaching on quality. For that is the last step we would consider. We value Hupmobile reputation too highly. Satisfaction of owners is worth far more to us than any profit we might make by building to a lower standard.

We could build our motor for less. Another car maker has called it "fit for a \$3,000 car." We could save on our clutch; on our transmission; on our rear axle. But we have not permitted ourselves to be tempted.

Keeps Faith With Hupmobile Ideals

Hupmobile policy says, in so many words: "To protect ourselves in our constant endeavor to make the Hupmobile even better than it is, we reserve the right to change specifications and prices without notice, or to use equipment other than that specified." So the new Hupmobile keeps faith with Hupmobile ideals. It remains the same wondrous performer. It will continue to out-perform the multi-cylinders.

See the New Car; See What It Does

It wears a new dress. It comes to you with new beauty, new style, new luxury—which no other car will attain for a year to come. See the new Hupmobile. Note its betterments. Check its performance against other cars—cars that have more cylinders or cost more money. That is your one sure way of providing Hupmobile value.

Hupp Motor Car Corporation
Detroit, Michigan

Some of the 25 New Style Features

Bright finish, long grain, French seam upholstery. Improved cushions and lace type back springs in seats. Leather-covered molding finish along edge of upholstery. Neverleak top, black outside, tan inside—water-proof. Tonneau gipsy quarter curtains, integral with top. Front and rear edges of top finished with leather-covered molding with aluminum ferrule tips. Bow spreaders to carry top when folded. Hupmobile-Bishop door-curtain carriers, folding with curtains—exclusive feature.

Bright leather hand grip-pads on doors. Large door pockets with special weighted flaps. Bodies a new color—Hupmobile blue. New variable dimming device graduates brilliance of head lights. Tail lamp operates independently of other lamps. New soft operating clutch.

SIX MODELS

Five-Passenger Touring Car	\$1285
Four-Passenger Touring Car	1285
Seven-Passenger Touring Car	1440
Year Around Touring Car	1485
Year Around Coupe	1470
Five-Passenger Sedan	1735



The mark of superior motor car service

Borderland Motor Co.

TELEPHONE 1199

127-133 N. CENTRAL AVE.